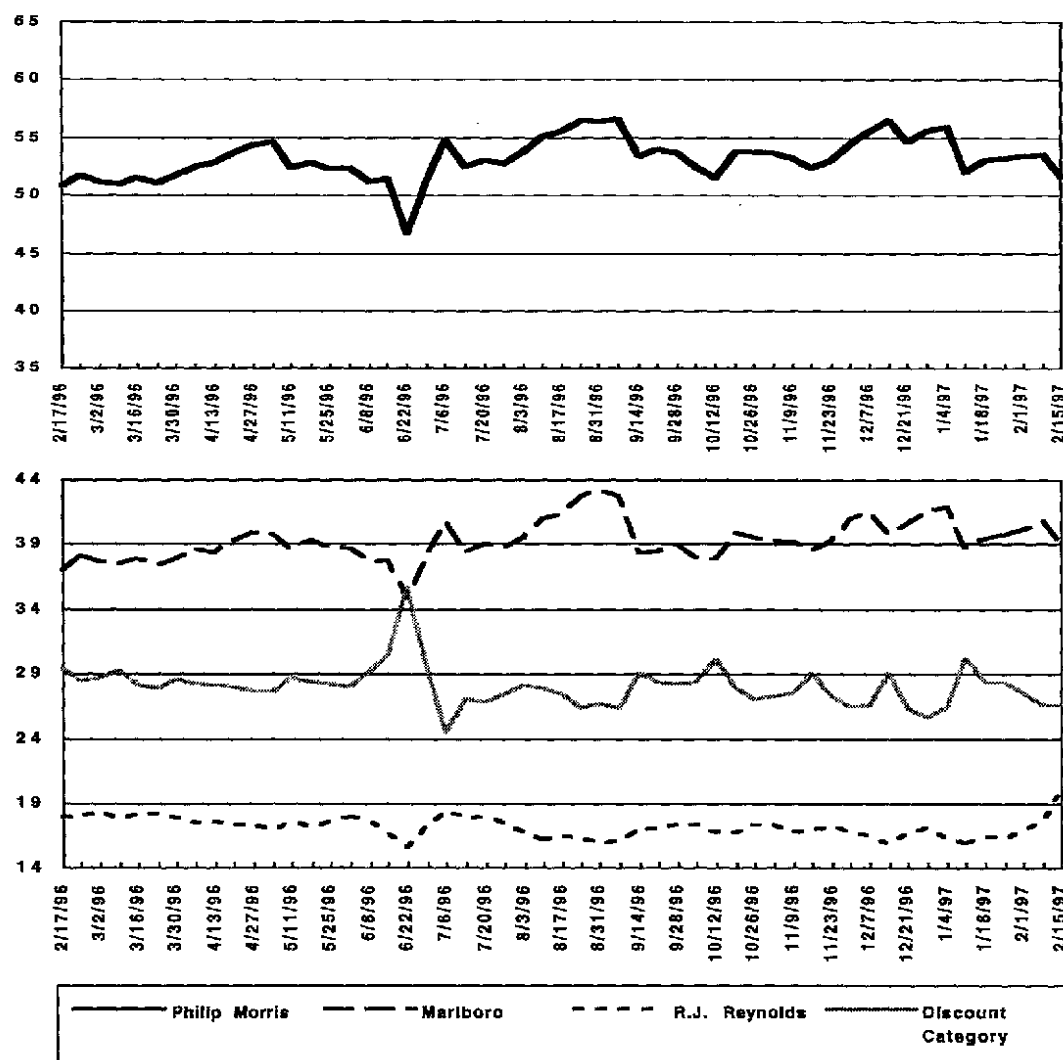


SUPER AMERICA THROUGH W/E 2/15/97



	26 WK	13 WK	FY '96	YTD '97	DIFF
Philip Morris	54.06	54.06	52.94	53.27	-0.32
Marlboro	40.04	40.25	38.96	39.93	-0.96
OPB	7.19	7.17	7.23	7.03	0.2
Basic	5.37	5.2	5.19	4.89	0.31
R. J. Reynolds	16.85	16.89	17.24	17.09	0.15
Camel	5.66	5.77	5.51	5.91	-0.4
Winston	3.89	3.93	3.99	4.09	-0.1
Doral	2.24	2.21	2.36	2.21	0.15
B&W	8.17	7.96	8.47	8.02	0.45
GPC	1.25	1.14	1.22	1.29	-0.07
Lorillard	5.85	5.85	5.82	5.79	0.03
Newport	4.16	4.18	4.09	4.14	-0.06
Liggett Group	14.99	15.1	15.48	15.69	-0.21
Premium	72.42	72.67	71.83	72.29	-0.45
Private Label	15.12	15.23	15.63	15.82	-0.18
Avg Ind CPW	255.9	248.2	256.4	248.4	8.03
Avg PM CPW	138.3	134.2	135.8	132.3	3.46
Avg Mart CPW	102.4	99.91	99.91	99.17	0.74
# of Stores	631	630	632	628	4

Source: STARS Store Level Database

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